



**CALIFORNIA WATER PLAN, UPDATE 2013**  
**OUTREACH & EDUCATION**  
**WORKSHOP SUMMARY**  
**MARCH 15, 2012**  
**1:00-3:30PM**

## **Welcome and Greetings**

Megan Fidell, Department of Water Resources, opened the session with Crystal Fair Welty, Center for Collaborative Policy. Crystal Fair Welty led the group in introductions, reviewed the standing Water Plan ground rules, and reviewed the agenda and meeting goal.

## **Overview of RMS and Questions of Clarification**

Ms. Fidell invited participants to ask questions of clarification during her overview; time would also be provided after her overview for additional questions. Ms. Fidell explained that each Resource Management Strategy (RMS) is a tool that can be used by members of the water community to more effectively manage water resources in California.

Ms. Fidell introduced participants to the Standard Outline for all RMSs. The first page of the outline, which is unnumbered, contains details of the chapter, which will be used by staff as they combine the RMSs into Volume Three of the California Water Plan. The actual RMS begins on the page numbered 0-1. The final pages, also unnumbered, include a table with red text, and are also for staff use. These pages are used to track special entries for the overall table of contents, acronyms and abbreviations, citations, etc.

Each RMS chapter has standardized sections; which are customized for each topic:

- Outreach and Education about Water in California
- Potential Benefits of Outreach and Education about Water
- Potential Costs of Outreach and Education about Water
- Major Issues Facing Outreach and Education about Water
- Recommendations to Facilitate Outreach and Education about Water
- References

Ms. Fidell reviewed the notes from the October Plenary Breakout Session, which are available online at: [http://www.waterplan.water.ca.gov/docs/meeting\\_materials/workshop/2012-rms/03.15.12/2011-10-26-OutreachandEducationBreakoutSummary.pdf](http://www.waterplan.water.ca.gov/docs/meeting_materials/workshop/2012-rms/03.15.12/2011-10-26-OutreachandEducationBreakoutSummary.pdf).

## **Section-By-Section Discussion on Content Development/Refinement**

Most of the session was devoted to the discussion of RMS content for the chapter. The group started the day with a basic outline; once edited, six rough pages of content had been developed. The edited draft is posted with the meeting materials.

Participants reaffirmed the following sub-topics:

- Getting the Word Out (public outreach and social media)
- Creating a Cultural Shift (by 2050)
- Using Sociology in Water Planning

The October Plenary Breakout Session included two additional topics: Underserved Sub-communities and Housing Development and Water, which did not resurface in March. Housing Development and Water is addressed by the Land Use Planning and Management RMS, which is available online:

[http://www.waterplan.water.ca.gov/docs/cwpu2013/2012mar-vol3-rms/Vol3\\_LandUse\\_March\\_release.pdf](http://www.waterplan.water.ca.gov/docs/cwpu2013/2012mar-vol3-rms/Vol3_LandUse_March_release.pdf).

Betsy Cawn said the US Environmental Protection Agency (EPA) has all sorts of outreach materials developed at the federal level. These resources can be translated into local informational tools; a lot of work has already been done. Many participants agreed that there is a wealth of tools available, but they are not easily accessible. Ms. Fidell offered that the Outreach and Education RMS can attempt to fill this void. Elizabeth Dougherty said the water community needs a clearinghouse website, she noted that Wholly H2O has such a website. As a result of this discussion, staff are creating an online location where materials on outreach and education can be uploaded and available to anyone.

Ms. Fidell noted there different outreach and education audiences:

1. General public / students in the public school system
2. Non-Governmental Organizations (NGOs), and other environmental organizations
3. Districts and Agencies

Participants reiterated the close connection between outreach and education and land-use. It was noted that education should be multi-pronged; it should include school-aged pupils, adults, and local officials. One participant noted that water is important, but we should expect a limited attention span from consumers who also have jobs, families, and would like to relax. A case study on water consumption may help people understand the impacts of the way we live. Outreach and education is also closely related to climate change; adaptation and mitigation might also belong in outreach and education.

### **Wrap-up and Next Steps**

Ms. Fidell thanked participants for their work and adjourned the workshop.

**Action Item:** Crystal Fair Welty will distribute the Water Board Public Participation Handbook to the group.

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#### **Attendees**

Betsy Cawn

Evon Chambers

Elizabeth Dougherty

Crystal Fair Welty

#### **Organization**

The Essential Public Information Center

Planning and Conservation League

Wholly H2O

Center for Collaborative Policy

Megan Fidell	Department of Water Resources
Gwen Huff	Department of Water Resources
Chuck Jachens	US Department of the Interior – Bureau of Indian Affairs
Kathleen Kimberling	Concerned Citizen
Hoa Ly	Department of Water Resources
Jennifer Morales	Department of Water Resources
Betty Yee	Central Valley Water Board